09/19/12

Page 1 of 5

POL



WDAF-TV

ORDER

Flight Dates 09/18/12-09/24/12

Product

SPENCE 4 MO GOV

Original Date / Revision

Contract / Revision

09/19/12

09/19/12

Advertiser Spence, David/R/Mo Gov

Agency Smart Media Group LLC

Buying Contact

814 King Street Suite 400 Alexandria, VA 22314 575393

Agency Com 15%

Billing Contact

814 King Street

Suite 400

Alexandria, VA 22314

Sales Office DC-M

Sales Region NAT

Agency Ref

Order Sep

00:15:00

Estimate # 918924

Alt Order # 09820258

Billing Type Cash

Order Type **GENERAL**

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

SP-POL PLC Rev Codes

Product Codes PL1Ea

Priority

Advertiser Ref

Primary Account Executive

Dan Driscoll

Account Executive Order% Start Date End Date Dan Driscoll 100%

> Order Share 28% Market Value 132142

Competing Station	% of Order	Amount
KCPT	%	0
KCTV	37%	48892
KCWE	%	0
KMBC	24%	31714
KMCI	%	0
KPXE	%	0
KSHB	11%	14535
KSMO	%	0

Order Totals Billing Plan Month # of Spots Net Amount Gross Amount Rating Start Date End Date # Spots Net Amount Gross Amount September 2012 43 \$31,450.00 \$37,000.00 0.00 08/27/12 09/24/12 \$31,450.00 \$37,000.00 Totals 43 \$31,450.00 \$37,000.00 0.00

		O.L.	~ (p (Tota	ls
	n	Ch	Start	End	Inventory Code	Break	Start/End 1	Time Days	Len Sp	oots	Rate Pri	Rtg Type	Spots	
	1	4	09/18/12	09/18/12	M-F 9-10a	CM-AII	9-10a	-1	:30	1	\$250.00 1	0.00 NM	1	\$250.00
					M-F 9-10a									
	ľ	NEWS.												
				End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
****	We	ek: 09/	17/12	09/23/12	-T	1	\$250.00	0.00						
	2	4	09/19/12	09/19/12	M-F 9-10a	CM-Ail	9-10a	W	:30	1	\$250.001	0.00 NM	1	\$250.00
					M-F 9-10a						4.0.	W. 4.5 14(())	•	2000.00
	ľ	NEWS	AT 9A											
		Sta	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						•
-	We	ek: 09/	17/12	09/23/12	W	1	\$250.00	0.00				ı		
	3	4	09/20/12	09/20/12	M-F 9-10a	CM-All	9-10a	~~~T~~~	:30	1	\$250.001	0.00 NM	1	\$250.00
					M-F 9-10a						and the second s	4.000 1400	•	42.44.30
	ħ	NEWS	AT 9A					•						
		<u>Sta</u>	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
-	We	ek: 09/	17/12	09/23/12	T	1	\$250.00	0.00						



575393 Flig

Flight Dates 09/18/12-09/24/12

Hiatus Dates

Original Date / Revision 09/19/12/ 09/19/12

<u>Order Sep</u> 00:15:00

Advertiser Spence, David/R/Mo Gov Product SPENCE 4 MO GOV Estimate # 918924

Ln Ch	Start	End	Inventory Code	Break	Start/End 1	Time Days	Len Sp	ots	Rate Pri	Rta Tyne	Tota Spots	ls Amount
4 4	09/21/1	2 09/21/12	M-F 9-10a	CM-All		F	:30	1	\$250.001	0.00 NM		\$250.00
NEWS	AT 9A		M-F 9-10a									
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09		09/23/12	F	1	\$250.00	0.00						
5 4	09/24/1	2 09/24/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	M	:30	1	\$250.001	0.00 NM	1	\$250.00
NEWS	AT 9A		W-1" 9-10a									
***************************************	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09 6 4		09/30/12 2 09/18/12	M M-F 12p-1p	1 CM-All	\$250.00	0.00 -T	:30	1	\$375,001	0.00 NM	4	ተንፖር ስዕ
V 4	Dái lời i	E OBITOITE	M-F 12-1p	CIVIFAII	12-ib	-,	.30	1	\$379,QQT	U.UU NIVI	1	\$375.00
	NEWS	E-1D-4-			.							
<u>518</u> Week: 09	art Date 1/17/12	End Date 09/23/12	<u>Weekdays</u> -T	Spots/Week 1	<u>Rate</u> \$375.00	Rating 0.00						
7 4	······································	2 09/19/12	M-F 12p-1p	CM-All	·····	W	:30	1	\$375.001	0.00 NM	1	\$375.00
NOON	NEWA		M-F 12-1p									
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09		09/23/12	W	1	\$375.00	0.00						
8 4	09/20/1	2 09/20/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	T	:30	1	\$375.001	M/ 00.0	1	\$375.00
NOON	NEWS		W-1- 12-1p									
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09		2 09/23/12	T M-F 12p-1p	1 CM-All	\$375.00	0.00 F	:30	1	2275 AA 1	0.00 8184	4	ሰንፖር ብር
<i>3</i> 4	Garz II i	L UQILITIE	M-F 12-1p	CIVI-MII	12.+1P		:30	1	\$375.001	0.00 NM	1	\$375.00
NOON		m . 4 m - (-	1871-1	0 4 114								
Week: 09	art <u>Date</u> /17/12	End Date 09/23/12	Weekdays F	Spots/Week	<u>Rate</u> \$375.00	Rating 0.00						
10 4	09/18/1	2 09/18/12	M-F 3-4p	ÇM-All		-T	:30	1	\$450.001	0.00 NM	1	\$450.00
JUDGE	: 11107		M-F 3-4p							ı		
	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating				İ		
Week: 09		09/23/12	-T	1	\$450.00	0.00						
11 4	09/19/1	2 09/19/12	M-F 3-4p M-F 3-4p	CM-All	3-4p	W	:30	1	\$450.001	0.00 NM	1	\$450.00
JUDGE	JUDY		·									
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/		09/23/12 2 09/20/12	M-F 4-5p	1 CM-All	\$450.00 4-5n	0.00	:30	1	\$450.001	0.00 NM	1	\$450.00
			M-F 4-5p	200181 2 217	··· ···		.00	•	φα υυ. γω ι	G.00 (4)4)	•	φ#2 0.0 0
JUDGE	JUDY art Date	End Date	<u>Weekdays</u>	Spots/Week	Poto	Dotina						
Week: 09		09/23/12	T	<u> </u>	<u>Rate</u> \$450.00	Rating 0.00						
13 4	09/21/1	2 09/21/12	•	CM-AII	4-5p		:30	1	\$450.001	0.00 NM	1	\$450.00
JUDGE	JUDY		M-F 4-5p							l		
Sta	art Date	End Date		Spots/Week	<u>Rate</u>	Rating						
Week: 09/	A Taladan Library	09/23/12	F	1	\$450.00	0.00				,		
14 4	09/24/1	2 09/24/12	M-F 4-5p M-F 4-5p	CM-All	4-5p	Manan	:30	1	\$450.001	0.00 NM	1	\$450.00
JUDGE	JUDY											



575393 Flight Dates 09/18/12-09/24/12 <u>Hiatus Dates</u>

Original Date / Revision 09/19/12/ 09/19/12

Order Sep 00:15:00

Print Date: 09/19/12

Advertiser Spence, David/R/Mo Gov Product SPENCE 4 MO GOV Estimate # 918924

Ln Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	oots	Rate Pri	Rtg Type	Spots	Amount
14 4	09/24/1	2 09/24/12	M-F 4-5p	CM-Aii	4-5p	M	:30		\$450.001	0.00 NM	1	\$450.0
JUDGE	E JUDY		M-F 4-5p									
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09	,,	09/30/12	M	1	\$450.00	0.00						
15 4	09/16/1	2 09/18/12	M-F 6-7a	CM-All		-T	:30	1	\$600.001	0.00 NM	1	\$600.0
			M-F 6-7a						* ,			4,
NEWS												
***************************************	art Date	End Date	Weekdays -T	Spots/Week	Rate	Rating						
Week: 09 16 4		09/23/12 2 09/19/12	M-F 6-7a	1 CM-Ali	\$600.00	0.00	.20		\$200 00 A	0.00 104		0.000
15) 4	OSLIBLE	÷ (%) 5/ 2	M-F 6-7a	CIVI-AII	0-14	W	:30	2	\$600.001	0.00 NM	2	\$1,200.0
NEWS			1987 1 300 1 9 100									
Sta	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 09	/17/12	09/23/12	W	2	\$600.00	0.00						
17 4	09/20/1	2 09/20/12	M-F 6-7a	CM-All	6-7a	T	:30	1	\$600.001	MM 00.0	1	\$600.0
NEWS			M-F 6-7a							1		
	art Date	End Date	Weekdays	Spots/Week	Rate	Dating						
Week: 09	***************************************	09/23/12	T	Spois/week	\$600.00	Rating 0.00						
18 4	.,	2 09/21/12	M-F 6-7a	CM-AII		~~~F~~	:30	1	\$600.001	0.00 NM	1	\$600.0
	. 4.44	3	M-F 6-7a	W 137	- · ·	·	.00	•	**************************************	C.CO Isliki	'	\$90 0. 0
NEWS												
-	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09		09/23/12	F	1	\$600.00	0.00	·					
19 4	09/24/1	2 09/24/12	M-F 6-7a M-F 6-7a	CM-All	6-7a	M	:30	1	\$600.001	0.00 NM	1	\$600.0
NEWS			IVI~F O-FB									
Sta	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09	/24/12	09/30/12	M	1	\$600.00	0.00						
20 4	09/18/1	2 09/18/12	M-F 7-9a	CM-AII	7-9a	~ T~~~~	:30	1	\$600.001	0.00 NM	1	\$600.0
A 1571 A 169			M-F 7-9a							ı		
NEWS	art Data	End Data	Modudaya	O	Data	M - 11						
<u>عند</u> Week: 09	art Date /17/12	End Date 09/23/12	Weekdays -T	Spots/Week	<u>Rate</u> \$600.00	Rating 0.00						
21 4	******************************	2 09/19/12	M-F 7-9a	CM-All		9.VV	:30	1	\$600,001	0.00 NM	4	8888 A
	24224 (\$64))	- A.A. 130	M-F 7-9a	Oim 3-44	1.00	•	0چ.	ŗ	1 49.000	O'OO MINI	1	\$600.0
NEWS												
		End Date	<u>Weekdays</u>	Spots/Week	,	Rating				ı		
Week: 09	**********	09/23/12	W		\$600.00	0.00	-m; - w, ; ; , , , , , , , , , , , , , , , ,					
22 4	09/20/1	2 09/20/12		CM-All	7-9a		:30	1	\$600.001	0.00 NM	1	\$600.00
NEWS			M-F 7-9a							1		
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/	*************	09/23/12	T	1		0.00						
23 4	09/21/1	2 09/21/12	M-F 7-9a	CM-All			:30	1	\$600.001	0.00 NM	1	\$600.00
			M-F 7-9a		•			,	And to the second second of	W. F. W. 7 7 7 3	•	ويهو ديده يحيك
NEWS				_								
	rt Date	End Date	Weekdays	Spots/Week		Rating				İ		
Week: 09/		09/23/12	****		\$600.00	0.00		***********				
24 4	U9/24/1;	2 09/24/12	M-F 7-98 M-F 7-9a	CM-AII	/-UB	M	:30	1	\$600.001	0.00 NM	1	\$600.00
NEWS			IAILE I AGA							1		



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Flight Dates 09/18/12-09/24/12

<u>Hiatus Dates</u>

Original Date / Revision 09/19/12/ 09/19/12

Order Sep 00:15:00

Advertiser Spence, David/R/Mo Gov Product SPENCE 4 MO GOV Estimate # 918924

	Start	End 2 09/24/12	Inventory Code M-F 7-9a	CM-All	Start/End T		Len Sp			Rtg Type		Amoun
24 4	naisei i	A USIANTA	M-F 7-9a	CIVIPAII	1-98	Mozeren	:30	1	\$600.001	0.00 NM	1	\$600.0
NEWS	3											
	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating				- 1		
Week: 09	4:	09/30/12	M	1	\$600.00	0.00				· · · · · · · · · · · · · · · · · · ·		
25 4	USIZZIT	2 09/22/12	Sa 7-9a Sa 7-9a	ÇIVI-AII	Sa 7-9a		:30	1	\$375.00 1	0.00 NM	1	\$375.0
NEWS	3		Control of the Control									
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating				ı		
Week: 09		09/23/12	5-	1	\$375.00	0.00	***************************************					
26 4	09/23/1	2 09/23/12	Su 7-9a Su 7-9a	CM-All	Şu 7-9a	5	:30	1	\$225.001	0.00 NM	1	\$225.0
NEWS	7A SUN		Gu 7-88									
St	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 09		09/23/12	<u>S</u>	1	\$225,00	0.00						
27 4	09/23/1	2 09/23/12	FOX News Sunda		9a-10a		:30	1	\$225.00 1	0.00 NM	1	\$225.0
FOX N	EWS		FOX News Sundi	ay .								
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09	/17/12	09/23/12	S	1	\$225.00	0.00						
28 4	09/20/1	2 09/20/12	M-F 6-630p	CM-All	6-630p	T	:30	1	\$900.001	0.00 NM	1	\$900.0
NEWS			M-F 6-630p									
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09		09/23/12	T	1	\$900.00	0.00						
31 4	09/18/1	2 09/18/12	M-F 9-10p	CM-All	9-930p	-1	:30	1	\$1,250.001	0.00 NM	1	\$1,250.0
EOV N	EWS AT 9	1	9-930p		(9:00 PM-9:3	0 PM)				1		
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09	,	09/23/12	-T		\$1,250.00	0.00						
32 4	09/19/1	2 09/19/12	M-F 9-10p	CM-All	9-930p		:30	1	\$1,250.001	M/ 00.0	1	\$1,250.0
COV H	ESTATE ATT 6		9-930p		(9:00 PM-9:3	0 PM)						
	EWS AT 9 art Date	End Date	Weekdays	Spots/Week	Data	Doting						
Week: 09	***************************************	09/23/12	W		<u>Rate</u> \$1,250.00	Rating 0.00						
33 4	09/20/1	2 09/20/12	M-F 9-10p	, , , , , , , , , , , , , , , , , , ,	9-930p	~ ~ ~ T	:30	1	\$1,250.001	0.00 NM	1	\$1,250.0
			9-930p		(9:00 PM-9:3	0 PM)						# 1 100 00 00 11
	EWS AT 9		16 form for discourse	O		F7						
		End Date 09/23/12	Weekdays	Spots/Week	<u>Rate</u> \$1,250.00	Rating 0.00						
		2 09/21/12	M-F 9-10p	~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~	9-930p	F	:30	4	\$1,250.00 1	0.00 NM	1	\$1,250.0
Week: 09	U9/21/1.	- 40,000 - 10,000	9-930p		(9:00 PM-9:3		-360	•	¥1,200,00 1	C.OO ISINE	,	\$1,E\$O.U
Week: 09 34 4			pr									
Week: 09 34 4 FOX N	EWS AT 9											
Week: 09 34 4 FOX NI Sta	EWS AT 9	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09 34 4 FOX NI Sta Week: 09	EWS AT 9 art Date /17/12	End Date 09/23/12	Weekdays	1	\$1,250.00	0.00	. 20	d.	\$4 ORO 00 4	0.00 1114	4	64 650 4
Week: 09 34 4 FOX NI Sta	EWS AT 9 art Date /17/12	End Date	Weekdays	1			:30	1	\$1,050.001	0.00 NM	1	\$1,050.0
Week: 09 34 4 FOX NI Ste Week: 09 35 4	EWS AT 9 art Date /17/12	End Date 09/23/12 2 09/23/12	<u>Weekdays</u> F Su 10-1030₽	1 CM-All	\$1,250.00	0.00	:30	1	\$1,050.001	0.00 NM	ď	\$1,050.0
Week: 09 34 4 FOX NI Ste Week: 09 35 4 NEWS Ste	EWS AT 9 art Date /17/12 09/23/1 10P SUN art Date	End Date 09/23/12 2 09/23/12 End Date	Weekdays F Su 10-1030P Su 10-1030p Weekdays	1 CM-All Spots/Week	\$1,250.00 10-1030p	0.00 s Rating	:30	1	\$1,050.00 1	0.00 NM	ų.	\$1,050.0
Week: 09 34 4 FOX NI Ste Week: 09 35 4 NEWS	EWS AT 9 art Date /17/12 09/23/11 10P SUN art Date /17/12	End Date 09/23/12 2 09/23/12	Weekdays F Su 10-1030P Su 10-1030p	1 CM-All Spots/Week 1	\$1,250.00 10-1030p	0.00 s	:30	1	\$1,050.00 1 \$625.00 1	0.00 NM	1	\$1,050.0 \$625.0



575393

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Advertiser Spence, David/R/Mo Gov Product SPENCE 4 MO GOV

Estimate # 918924

Ln Ch Start End	Inventory Code Break	Start/End Time Days	Len Spots Rate Pr	i Rtg Type \$	Tota	SOURCE.
36 4 09/23/12 09/23/12		1030-1102pS			Shore	Amount
ou a consulta agregita	Su 1030-1102p CW-All	(10:30 PM-11:00 PM)	:30 1 \$625.001	0.60 NM	7	\$625.00
NEWS 10P SUN		(10.00 PINE PROPERTY		1		
Start Date End Date	Weekdays Spots/Week	Rate Rating				
Week: 09/17/12 09/23/12	5 1	\$625.00 0.00		ļ		
37 4 09/18/12 09/18/12	M-F 630-7p CM-AII	630-7p -1	:30 1 \$3,000.001	0.00 NM	1	\$3,000.00
	M-F 630-7p			Ī		,
WHEEL OF FORTUNE			t			
<u>Start Date</u> <u>End Date</u> Week: 09/17/12 09/23/12	Weekdays Spots/Week			[
38 4 09/19/12 09/19/12	1	\$3,000.00 0.00		· · · · · · · · · · · · · · · · · · ·		
20 4 Oall@115 Obile115	M-F 630-7p CM-All M-F 630-7p	630-7pW	:30 1 \$3,000.001	0.00 NM	1	\$3,000.00
WHEEL OF FORTUNE	14×1 000-7 p			Ī		
Start Date End Date	Weekdays Spots/Week	Rate Rating				
Week: 09/17/12 09/23/12	W 1	\$3,000.00 0.00		1		
39 4 09/20/12 09/20/12	M-F 630-7p CM-All	630-7рт	:30 1 \$3,000.001	0.00 NM	1	\$3,000.00
	M-F 630-7p					e 20.5 m. m. v. v. v.
WHEEL OF FORTUNE						
<u>Start Date</u> <u>End Date</u> Week: 09/17/12 09/23/12	Weekdays Spots/Week	Rate Rating				
41 4 09/19/12 09/19/12		\$3,000.00 0.00				
41 4 Q8/19/12 Q9/19/12	X Factor Wednesday CM-All FOX X Factor	7-9pW	:30 1 \$2,600.002	MM 00.0	1	\$2,600.00
X FACTOR	FOX X FB0(0)					
Start Date End Date	Weekdays Spots/Week	Rate Rating				
Week: 09/17/12 09/23/12	***************************************	\$2,600.00 0.00				
42 4 09/20/12 09/20/12	X Factor Thursday CM-All	7-9ρ τ	:30 1 \$2,000.002	0.00 NM	1	\$2,000.00
	FOX X Factor	(7:00 PM-8:00 PM)				and the form of the same of
X FACTOR						
Start Date End Date	Weekdays Spots/Week	Rate Rating		1		
Week: 09/17/12 09/23/12 N44 4 09/24/12 09/24/12		\$2,000.00 0.00				
N 44 4 09/24/12 00/24/12	M-F 630-7p CM-All M-F 630-7b	630-7p M	:30 1 \$3,000.00 1	0.00 NM	1	\$3,000.00
Start Date End Date	Weekdays Spots/Week	Data Matina		ĺ		
Week: 09/24/12 09/30/12		Rate Rating \$3,000.00		l l		
N 45 4 09/22/12 09/22/12		DaytimeS-	:30 2 \$200.004	0.00 NM	2	# 400 OC
The second secon	MLB on FOX Daytime	menkining.	.30 2 9200,004	O'DO MINI	2	\$400.00
Start Date End Date	Weekdays Spots/Week	Rate Rating]		
Week: 09/17/12 09/23/12	5- 2	\$200.00 0.00				
				Totale	A9 69	7 666 66

Totals 43 \$37,000.00